S.M.P.T.E.
Chapitre Montréal / Québec / Ottawa

Presentation Notice

Date: Tuesday December 8th, 2009
Time: 19:00
Location: Société Radio-Canada – Salle Jean Desprez
         1400 Blvd René Lévesque East
         Parking at CBC/Radio-Canada – Papineau entrance (9 $)

Subject: Stereoscopic 3D, from the cameras to post production and broadcast

Event sponsor:
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Stereoscopic 3D is finally here to stay after decades of sporadic peaks of interest. Anyone that has seen the latest full colour digital 3D content (in cinema and/or on one of the new generation of 3DTV’s) can testify that the experience is considerably better than previous generations. There are around twenty 3D movies coming to cinemas in 2009. There are almost 70 movies right now under production. One of the reasons that 3D is here to stay is the heightened experience of feeling connected and immersed in the content. Many of the world’s leading film producers have termed this “the greatest evolution in large screen and television entertainment since the advent of colour”.

3D is simply, yet powerfully, adding another dimension, another way of feeling ‘inside’ the movie, at the match, at the concert or at the event. It is far removed from the previous 3D film generations where the director/producer was trying to have 3D content coming out of the screen to “poke you” in your eyes/face.

The growth has built up in the past few years and is quite different from any previous 3D cinema release window. Notably from a broadcasting perspective, the first 3D boom in 1953/54 (requiring colour film for the anaglyph filtering) has been commented on as a response to early colour broadcasting in the USA. This latest 3D dynamic is based on the viewer’s experience and the proven uplift in 3D vs. 2D release.

Invited guests, discussions and demonstrations:

“3D TV”
Mark Northeast, Quantel

Mr. Northeast will cover the evolution of 3D television, from the original 3D movie releases to live television events, where Quantel has played a major role, both on a production point of view, as well as providing post-production tools to simplify the workflow process.

“Shooting live 3D events”, what we have learned along the way
David J. Woods, 3reedom Digital

Established in February 1988, DJ Woods Productions has been providing equipment rentals and production services for HD feature films, documentaries, commercials and corporate videos. Mr. Woods through 3reedom Digital is now also offering the same services for 3D. Mr. Woods will provide an overview of the technical requirements when shooting in 3D.
“Single lens 3D technology”
Payman Sultani, ISee3D and Tom Mitchell P.Eng., CTO and Director ISee3D

ISee3D’s single 3D lens is capable of capturing large format, high-definition images with the ease of use and accurately matched left and right images, over the full lens range of zoom, and focus including macro lens but, more importantly, by employing the new solid state optical switch, the lens should meet with the size and cost requirements for broad adoption by consumer electronics manufacturers. An overview of the technology will be presented.

“3D in the living room: from stereoscopic TV, DVD players and interactive games consoles”.
Etienne Fortin, CTO, SensioTV

Sensio Technologies Inc. has spent 10 years developing compression technology that squeezes two feeds into one and splits them again at the other end, to make home entertainment work in all dimensions.

In February, Sensio was granted a patent on its 3D compression technology in the United States. In August, the patent was extended to cover all spatial compression techniques. Recently, ESPN showed the Ohio State versus USC football game in theatres with Sensio. The company has already scored a deal to encode 3-D for the Avatar video game in 2010. An overview, on being at the heart of the action is in store this evening.

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